

# Mansfield Downtown Partnership, Inc.

MONTHLY NEWSLETTER: JUNE 2013



Mansfield Downtown Partnership  
Helping to Build Mansfield's Future

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## Changes to Downtown Traffic Coming Soon

As work on Storrs Center continues, there will be changes to the current traffic pattern in downtown Storrs coming in June.

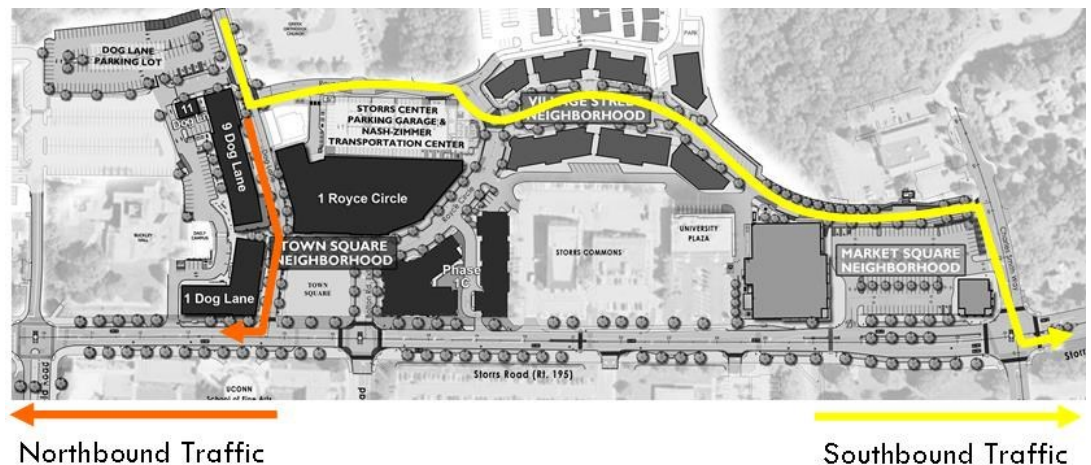
In order to construct Bolton Road Extension, the temporary road connecting Bolton Road and Dog Lane will be closed soon. Motorists wishing to turn from Dog Lane to travel south on Storrs Road

(Route 195) will need to turn onto Royce Circle behind the Storrs Center parking garage and follow the newly constructed Wilbur Cross Way to Charles Smith Way (formerly referred to as "Post Office Road"). Vehicles will not be able to turn left onto Storrs Road from Dog Lane.

Traffic turning right from Dog Lane onto Storrs Road will be

unaffected by this change. This traffic pattern will remain while construction continues on Bolton Road Extension and Royce Circle.

Please visit the Town's website ([www.mansfieldct.gov](http://www.mansfieldct.gov)) for updates, including an announcement of the exact date for this traffic change. ♦



## What's Happening Downtown?

Downtown Storrs is a happening place this summer!

In keeping with the Mansfield Downtown Partnership's new Strategic Plan\*, the Partnership has revamped the Calendar of Events on its website ([www.mansfieldct.org/mdp](http://www.mansfieldct.org/mdp)) to promote a wider assort-

ment of events planned in the downtown district (from Storrs Center to Mansfield Community Center and from UConn to the Liberty Bank building on Storrs Road/Route 195).

The Partnership continues to focus on its own major events, such as the *Festival on the Green* and Winter

Fun Week, and continues to partner with Storrs Center master developer Leyland-Alliance to create exciting programming for the new downtown neighborhood.

On the Partnership's [website](http://www.mansfieldct.org) and [facebook page](https://www.facebook.com/mansfieldct), residents and visitors will

*Continued on page 4*





## You're Invited: Taste of UConn & Touch-a-Truck

### Taste of UConn and Touch-a-Truck

Saturday, June 8

12:00 - 3:00 PM

South Campus  
Lawn & Patio

Registration Required

Mansfield residents are invited to join UConn alumni, friends, and families at "A Taste of UConn" on Saturday, June 8. The event will be on the [South Campus lawn](#) from noon until 3:00 pm.

Sample foods from new Storrs Center restaurants and other local favorites. Enjoy a pulled pork cook-off hosted by UConn Dining Services. Top the day off with award-winning Dairy Bar ice cream for dessert.

Downtown businesses participating in the Taste of UConn include [Dog Lane Café](#), [Froyoworld](#), and [Sweet Emotions Candy Shop](#).

Various schools and colleges will be on-site showcasing state-of-the-art technologies, including a helicopter drone and a nursing simulation training unit.

Residents are also invited to take part in "Touch-a-Truck," which is sure to be

a hit with young friends, who will get to climb in and on the vehicles, weather permitting.

Among the vehicles on display will be a fire truck, police car, tractor, and race car. Other attractions will include a climbing wall and live animals.

Tickets and pre-registration are required for the Taste of UConn. Touch-a-Truck is free, but registration is required. To order tickets and register, please email [marinda.reynolds@uconn.edu](mailto:marinda.reynolds@uconn.edu) ♦

## Sponsor the 10<sup>TH</sup> Annual Festival on the Green!

**WE HAVE A NEW WEBSITE  
for the  
FESTIVAL ON THE GREEN!**

[downtownstorrsfestival.org](http://downtownstorrsfestival.org)



Photo by Kim Bova

The Mansfield Downtown Partnership invites area businesses to sponsor the Town's largest community event!

Planning is well-underway for the 10th Annual [Festival on the Green](#), which will celebrate the best of Mansfield with arts, games, food, music, and more!

In 2012, over forty businesses, organizations, and individuals sponsored the event, which is funded solely through sponsorships and donations.

The *Festival* attracts over 3,000 residents and visitors to downtown Storrs to enjoy over eighty



Photo by Janine Callahan

activity and food booths. The activity booths have included everything from hula hooping to origami to face-painting.

The *Festival on the Green* provides sponsors with the opportunity to reach out to many new customers and to reconnect with existing clients while showing support for our town.

For more information, please contact the Partnership office to request a brochure ([email us](#) or call 860.429.2740). ♦



## Time to Ride! Tour de Mansfield 2013



The Town of Mansfield, Mansfield Community Center, and Mansfield Downtown Partnership invite cyclists of all skill levels to participate in the eighth annual [John E. Jackman Tour de Mansfield](#) on Saturday, June 22, 2013 (rain date is Sunday, June 23). The John E. Jackman Tour de Mansfield is a family-oriented activity to encourage exercise through cycling, bring awareness to the scenic beauty of Mansfield's villages,\* draw attention to Storrs Center and the downtown area and bring the community together around a social and recreational activity.

The day has been designed to appeal to cyclists of all skill levels and will include a 5-Mile Family Fun Ride

accompanied by police officers, a 20-Mile Challenge Ride, and a 40-Mile Expert Ride. All rides will begin and end at the Mansfield Community Center (10 S. Eagleville Road). All participants must wear a helmet and [follow basic bicycle safety and the rules of the road](#).

Registration for the John E. Jackman Tour de Mansfield is required; pre-registration is strongly encouraged. Residents age 18 and over who register by June 21 will pay \$20, and non-residents will pay \$30. Registration on the day of the event will be \$30 for residents and \$40 for non-residents. Participants under age 18 ride for free. Children under age 12 must be accompanied by an adult who will ride with them. The registration fee covers ride support, snacks, and lunch. The first 100 adults to register will receive a commemorative t-shirt.

New to the event this year will be a free Bike Rodeo for kids! The Bike Rodeo will take place at the Mansfield Community Center beginning at 9:00 am.

Registration for the John E. Jackman Tour de Mansfield is available through the Community Center's website, [www.mansfieldcc.com](http://www.mansfieldcc.com). If you have questions, please contact the Town of Mansfield Parks and Recreation Department, 860.429.3015.

*\*The Town of Mansfield's historic villages are: Merrow, Mansfield Depot, Mansfield Four Corners, Storrs, Gurleyville, Hanks Hill, Wormwood Hill, Mount Hope, Chaffeeville, Eagleville, Spring Hill, Atwoodville, Chestnut Hill, Mansfield City, Mansfield Center, Mansfield Hollow, Perkins Corner, Ridges, and Conantville. ♦*

## Welcome to our Newest Partnership Members

The Mansfield Downtown Partnership thanks the following individuals and businesses for their membership!

The Adventure Park at Storrs  
Froyoworld  
Geno's Grille  
Poultry Perspective  
Storrs Associates, LLC  
Sweet Emotions Candy

Carl D'Oleo-Lundgren  
Mike Kirk  
Shamim Patwa

## THANK YOU to our TOUR de MANSFIELD SPONSORS

### PLATINUM



### GOLD



### SILVER



### BRONZE

[Dog Lane Café](#)  
[Milrick Lawn Service](#)  
[Subway](#)

### IN-KIND

Alternative Spoke  
[Body Language](#)  
[Head Husky Barber Shop](#)





## LOOKING for PARKING?

Visitors to Storrs Center have a number of options for parking!

The Dog Lane parking lot is free with a 2 hour limit.

The Storrs Center Parking Garage offers free parking for 2 hours. Each additional hour is just \$1/hour!

Monthly parking passes are available for the garage starting at \$30/month.

On-street parking is available in front of 9 Dog Lane and on Storrs Road in front of 1 Dog Lane. On-street parking is free and limited to either 30 minutes or 2 hours (as signed).

## What's Happening Downtown? (continued from page 1)

find information on a wide range of events presented by downtown businesses and community organizations.

The summer schedule is packed full of fun events for the whole family, from [Connecticut Repertory Theatre's Nutmeg Summer Series](#) to [Mansfield Parks & Recreation](#) activities.

The Partnership and LeylandAlliance are continuing the Live Music series, now on Wednesdays, that proved popular in the fall, and StoDoArts has begun a [Sunday music series](#).

The fun is not contained to Storrs Center! There are [many events](#) planned at the Mansfield Community Center, including the [8th Annual John E. Jackman Tour de Mansfield](#), Free

Mansfield Days, and the July Free Summer Concert Series.

The [Benton Museum](#) has two [special exhibits](#) this summer, along with a myriad of [activities](#) which are open to the public.

[Storrs Farmers Market](#) is open every Saturday through Thanksgiving in front of Mansfield's Town Hall. They offer a wide variety of "CT Grown" vegetables, fruits, dairy, meats, and more - the average travel distance from farm to market is just 9 miles!

Another weekly attraction this summer will be a [Friday Night Movie Series](#) presented by StoDoArts at UConn's [von der Mehden Recital Hall](#). Tickets are just \$5, and the [schedule](#)

includes a wide variety of movies for all ages and interests.

The back page of this newsletter includes just a partial list of events planned for June. Please visit the Partnership's [website](#) and [facebook page](#) for additional events information.

And, stay tuned for the fall, when the [UConn Co-op Bookstore @ Storrs Center](#) and the [Ballard Institute & Museum of Puppetry](#) will open and host even more fun, community events!

*\*Look for more information about the Strategic Plan in the Partnership's Annual Report, which will be published in June. Or, read the full report on the Partnership's website: <http://bit.ly/18SbOKH> ♦*

## Nash-Zimmer Transportation Center Underway

In May, the Town of Mansfield oversaw the beginning of construction of the Nash-Zimmer Transportation Center planned in Storrs Center. Gregg Wies & Gardner Architects of New Haven designed the building, and the Town selected W. J. Mountford Company of South Windsor through a competitive bid process to construct the building.

The Nash-Zimmer Transportation Center will be a key feature in Storrs Center with its convenient location adjacent to the Storrs Center parking garage. It will be a central stop for local, regional, and intrastate buses, including WRTD and UConn buses. Bus patrons will be able to track bus locations through an integrated technology system and wait for their

bus either inside or outside the facility.

The Nash-Zimmer Transportation Center will also offer amenities for bicyclists, whether casual riders or commuters. There will be bike lockers for storage, and commuters will be able to sign up to use showers and changing rooms.



## Storrs Road: Nearly Complete

The Town of Mansfield's work on Storrs Road (Route 195) is expected to be completed by the end of this month.

The streetscape improvements have been designed to slow and improve traffic flow and to create a more pleasing and safer pedestrian environment.

On-street parking, street trees, and medians all serve as visual cues to drivers to lower their speed and signal that they are now in a downtown.

The addition of new crosswalks began in early June. These crosswalks will have the same appearance as those on Dog Lane: a brick pattern flanked by white stripes. The contrast between the road pavement and the crosswalks will be more visible to motorists.

Temporary stripes are in place until the final painting can be done. The new painting will delineate existing lanes as well as new turning lanes at key places.

As mentioned earlier, the overall goals of the streetscape projects are to lower traffic speeds and improve the pedestrian experience. As the final touches for Storrs Road are finished, the plantings take root, and the traffic cones are removed, the full effect will begin to be apparent.

It has been a long process, but it is one that will benefit the town for years to come! ♦



*Trees have been planted along both sides of Storrs Road as well as in some of the medians in the road. These trees are just one of the visual cues to help slow traffic and create a more pleasing and safer pedestrian environment.*

Partnership photo

## Transportation Center (continued from page 1)

Funding for the Nash-Zimmer Transportation Center is provided by a grant from the Federal Transit Administration. The Greater Hartford Transit District is administering the grant.

In addition to buses and bicycles, a shared car program is available to Mansfield residents. The Town and the University of Connecticut began a car-sharing program with Hertz on Demand in 2012. There is no charge to become a member of the program, which now boasts over 800 members. There are two vehicles assigned to the Storrs Center parking garage and four vehicles on the UConn campus.

For more information about the car-sharing program, please visit [www.hertzondemand.com](http://www.hertzondemand.com).

The Storrs Center parking garage also features four electric vehicle charging stations, which are open to the public.

The Nash-Zimmer Transportation Center is expected to open in the fall of 2013. Plans for the facility call for it to serve as an informational hub as well as a transit hub. With the opening of the Nash-Zimmer Transportation Center, Mansfield residents will have greater access to a wider variety of alternative transportation modes.

The Nash-Zimmer Transportation Center is named for Dennison Nash and Gary Zimmer, two longtime Mansfield residents who were strong advocates for alternative transportation. ♦

### Did you know?

You can follow the construction of Storrs Center online at:

<http://goo.gl/5QwK7>





## UPCOMING DOWNTOWN EVENTS

**Tuesday, June 4 - Sunday, August 4**

Exhibit: [\*From Old Masters to Revolutionaries: Five Centuries of the Benton's Best\*](#), [Benton Museum](#)

**Tuesday, June 4 - Sunday, August 4**

Exhibit: [\*20/21: Modern and Contemporary Art from the Benton's Collection\*](#), [Benton Museum](#)

**Thursday, June 6 - Saturday, June 15**

Nutmeg Summer Series: [\*The Drowsy Chaperone\*](#), [Connecticut Repertory Theatre \(CRT\)](#),  
Harriet S. Jorgensen Theatre

**Friday, June 7**

[Family Fun Night](#), 6 PM - 9 PM, [Mansfield Community Center](#)

**Saturday, June 8**

Taste of UConn and Touch a Truck, Noon - 3 PM, UConn Alumni Association, South Campus Lawn;  
Open to the public, Tickets required

**Sunday, June 9**

[Free Mansfield Day](#), Noon - 3 PM, [Mansfield Community Center](#)

**Wednesday, June 12**

Live Music Wednesdays: [Seldom Heard](#), 5 - 7 PM, [Storrs Center](#)

**Wednesday, June 19**

Live Music Wednesdays: [Bruce John](#), 5 - 7 PM, [Storrs Center](#)

**Thursday, June 20 - Sunday, June 30**

Nutmeg Summer Series: [\*A Funny Thing Happened on the Way to the Forum\*](#), Various times, [CRT](#),  
Harriet S. Jorgensen Theatre

**Friday, June 21**

Friday Night Films: *Annie*, *The Sing-Along*, 7.30 PM, Tickets \$5, [StoDoArts](#), [von der Mehden Recital Hall](#)

**Saturday, June 22**

[John E. Jackman Tour de Mansfield: Village to Village Bike Tour](#), 7 AM - 12.30 PM, All rides begin at the  
[Mansfield Community Center](#) (Rain date: Sunday, June 23), [Registration](#) required

**Wednesday, June 26**

Lecture by Aharon Oren: *Shipping Lanes of the Dead Sea*, 7.30 PM, at [Laurel Hall](#), Open to the public,  
Presented by UConn's [Department of Molecular and Cell Biology](#)

**Friday, June 28**

Friday Night Films: *The Artist*, 7.30 PM, Tickets \$5, [StoDoArts](#), [von der Mehden Recital Hall](#)

Find more events on the  
[Partnership's Events Calendar!](#)

